ORDER

Orders Order / Rev: 720571 06364482 Alt Order #: AMERICAN CROSSROADS Product Desc: WKYC Estimate: 1088 10/09/12 - 10/15/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: 10/05/12 / 10/05/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Crossroads Media/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 66 Canal Center Plaza Suite 500 Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: **American Crossroads** Demographic: A35+ New Business Thru: **Product Codes:** IS-Candidate/Presidential,IS-Candidate/ Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	127	\$291.575.00	\$247.838.75

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	127	\$291,575.00	\$247,838.75	0.00
Totals	127	\$291,575.00	\$247,838.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln Ch Si	tart En	d	Inventory Code	Break	Start/End T	ime Days	Len S	nots	Rate Pri	Rta Type	Spots	Amount
	/12/12 10/1		M-F 10-11a	CM	10a-11a	F	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
L I WRIC 10/	12/12 10/1	12/12	M-F 10-11a	Civi	10a-11a	1	.30	'	φουυ.υυ F-3	U.UU INIVI	'	φουυ.υυ
TODAY SHO	III WC		W-I 10-11a									
Start Da	ate End [Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/1	2 10/14	1/12	F	1	\$800.00	0.00						
E 2 WKYC 10/	/12/12 10/1	12/12	LN (M-Su)	CM	11P-1135P	F	:30	1	\$4,500.00 P-5	0.00 NM	1	\$4,500.00
			Late News (M-Su)								
CH. 3 NEWS	S AT 11P											
Start Da	ate End [Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/1	2 10/14	1/12	F	1	\$4,500.00	0.00						
E 3 WKYC 10/	/12/12 10/1	12/12	Tonight Show	CM	1135p-1237a	F	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
			Tonight Show									
TONIGHT S	HOW											
Start Da			<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/08/1	2 10/14	1/12	F	1	\$2,800.00	0.00						
E 4 WKYC 10/	/12/12 10/1	12/12	Late Night	CM	1237a-136a	F	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
			Late Night w/Jimr	ny Fallon								
JIMMY FAL	-				_							
Start Da			<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/1			F	1	\$2,500.00	0.00						
E 5 WKYC 10/	/12/12 10/1	12/12	Last Call	CM	135a-205a	F	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
1 A O T O A I I	0450011	D 41.14	Last Call w/Carso	n Daly	<1:35 XM-2:0	05 XM>						
LAST CALL			10/	0	Data	Detiens						
Start Da	_		<u>Weekdays</u> F	Spots/Week	Rate	Rating						
Week: 10/08/1	2 10/14	+/12	r	1	\$800.00	0.00						

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Order / Rev: 720571 Advertiser: American Crossroads

06364482 AMERICAN CROSSROADS Alt Order #: Product Desc: WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 6 WKYC	10/12/1	2 10/12/12	Overnight M-Su	CM	M-Su 2xm-5	ām	F	:30	1	\$300.00 P-5	0.00 NM	1	\$300.00
OVERN	IIGHTS		Overnights										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rat	<u>ing</u>						
Week: 10/		10/14/12	F	1	\$300.00	0	0.00			#000 00 D F	0.00.1114		# 000 00
E 7 WKYC	10/12/1	2 10/12/12	Today Show Ove Today Show Ove		2xm-3xm (2:05 XM-2:3	35 XM	F)	:30	1	\$300.00 P-5	0.00 NM	1	\$300.00
TODAY	ALL NIG	HT			(=		,						
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> F	Spots/Week	Rate \$300.00	Rat	<u>ing</u>).00						
E 8 WKYC				CM	3p-4p		F	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
			The Doctors							***************************************			*******
DOCTO		End Data	Wookdovo	Spoto/Mook	Poto	Pot	ina						
Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$800.00	Rat 0	0.00						
E 9 WKYC	10/12/1	2 10/12/12	Early Today	CM	4a-430a		F	:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
CH3 EA	RLY TOI	DAY	Early Today										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rat	ing						
Week: 10/	08/12	10/14/12	F	1	\$200.00		0.00						
E 10 WKYC	10/12/1	2 10/12/12	•	CM	4p-5p		F	:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
ELLEN			Ellen Degeneres										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rat	<u>ing</u>						
Week: 10/		10/14/12	F		\$1,000.00	0	0.00 F			#075 00 D 5	0.00 NINA		#075.00
E11 WKYC	10/12/1	2 10/12/12	M-F 430a-5a 430a News	СМ	430a-5a		F	:30	1	\$375.00 P-5	0.00 NM	1	\$375.00
CH3 4:3	BO AM NE	EWS											
<u>Sta</u> Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$375.00	Rat	<u>ing</u>).00						
E 12 WKYC			M-F 5-6a	CM	5a-6a		F	:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
-			Channel 3 News	@ 5AM									. ,
	IEWS SU rt Date	INRISE End Date	Weekdays	Spots/Week	Rate	Rat	ina						
Week: 10/		10/14/12	F				0.00						
E 13 WKYC	10/12/1	2 10/12/12	M-F 5-6p	CM	5р-6р		F	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
DR. PH	II		Dr. Phil										
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rat	<u>ing</u>						
Week: 10/		10/14/12	F	1	\$2,000.00	0	0.00						
E 14 WKYC	10/12/1	2 10/12/12	M-F 6-630p Channel 3 News	CM at 6p	6p-630p		F	:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
CH. 3 N	IEWS AT	6P (M-SUN		at op									
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rat							
Week: 10/ E15 WKYC		10/14/12 2 10/12/12		CM	\$3,800.00 6a-7a	- 0	0.00 F	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
			Channel 3 News				•	.00	•	ψ2,000.001 0	0.00 14111		Ψ2,000.00
	IEWS TO		\\\\a_aladaa	Co ata ///a ala	Data	D-4	:						
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$2,500.00	Rat 0	<u>ing</u>).00						
			Nightly News	CM	M-Su 6:28p-	-7p	F	:30	1	\$8,000.00 P-5	0.00 NM	1	\$8,000.00
NDC NI	GHTLY N	JEW6	Nightly News										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rat	ina						
Week: 10/		10/14/12	F	1	\$8,000.00		0.00						
E 17 WKYC	10/12/1	2 10/12/12		CM	7-730p		F	:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
CH. 3 N	IEWS AT	7P	Channel 3 News	ai /P									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rat							
Week: 10/		10/14/12	F	1	+ - /	0	0.00	.00		\$0.500.00.5	0.00 1114		#0 F00 00
E 18 WKYC	10/12/1	∠ 10/12/12		СМ	7a-9a		F	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00

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Order / Rev: 720571 Advertiser: American Crossroads

Alt Order #: 06364482 Product Desc: AMERICAN CROSSROADS WKYC

Flight Dates: 10/09/12 - 10/15/12 1088 Estimate:

Break Start/End Time Rate Pri Rtg Type Spots Ln Ch Inventory Code Days Len Spots Start End Amount M-F 7-9a Today **Today Show TODAY SHOW**

Start Date End Da Week: 10/08/12 End Da		<u>Rate</u> 1 \$2,500.00	Rating 0.00					
E 19 WKYC 10/12/12 10/12/	/12 M-F 730-8p Entertainment Tonight	CM 730-8p	F	:30	1 \$4,800.00 P-5	0.00 NM	1	\$4,800.00
ENTERTAINMENT TONI	GHT							
Start Date End Date Week: 10/08/12 10/14/1		<u>S/Week</u> <u>Rate</u> 1 \$4,800.00	Rating 0.00					
E 20 WKYC 10/12/12 10/12/	/12 M-F 9-10a Today II Today Show II	CM 9a-10a	F	:30	2 \$1,200.00 P-5	0.00 NM	2	\$2,400.00
TODAY SHOW 9-10A Start Date End Da	te Weekdays Snot	s/Week Rate	Pating					
Start Date End Da Week: 10/08/12 10/14/1	_ 	2 \$1,200.00	Rating 0.00					
E 21 WKYC 10/15/12 10/15/	/12 M-F 10-11a M-F 10-11a	CM 10a-11a	M	:30	1 \$800.00 P-5	0.00 NM	1	\$800.00
TODAY SHOW III	to Weekdove Coet	AMaak Bata	Dating					
Start Date End Da Week: 10/15/12 10/21/1		<u>s/Week</u> <u>Rate</u> 1 \$800.00	Rating 0.00					
E 22 WKYC 10/15/12 10/15/	(12 LN (M-Su) Late News (M-Su)	CM 11P-1135P	M	:30	1 \$4,500.00 P-5	0.00 NM	1	\$4,500.00
CH. 3 NEWS AT 11P	to Wookdows Spot	AMaak Bata	Poting					
<u>Start Date</u> <u>End Da</u> Week: 10/15/12 10/21/1		<u>S/Week</u> <u>Rate</u> 1 \$4,500.00	Rating 0.00					
E 23 WKYC 10/15/12 10/15/	/12 Tonight Show Tonight Show	CM 1135p-1237	7a M	:30	1 \$2,800.00 P-5	0.00 NM	1	\$2,800.00
TONIGHT SHOW	to Manhalana Coat	- AMaala Data	Dating					
Start Date End Date Week: 10/15/12 10/21/1		<u>s/Week</u> <u>Rate</u> 1 \$2,800.00	Rating 0.00					
E 24 WKYC 10/15/12 10/15	/12 Late Night Late Night w/Jimmy Fal	CM 1237a-136a	a M	:30	1 \$2,500.00 P-5	0.00 NM	1	\$2,500.00
JIMMY FALLON								
Start Date End Date Week: 10/15/12 10/21/1		s/Week Rate 1 \$2,500.00	Rating 0.00					
E 25 WKYC 10/15/12 10/15/	/12 Last Call Last Call w/Carson Dal	CM 135a-205a	М	:30	1 \$800.00 P-5	0.00 NM	1	\$800.00
LAST CALL-CARSON DA		y						
Start Date End Da		S/Week Rate	Rating					
Week: 10/15/12 10/21/1 E 26 WKYC 10/15/12 10/15/	<u>-</u>	1 \$800.00 CM M-Su 2xm-	0.00 5am M	:30	1 \$300.00 P-5	0.00 NM	1	\$300.00
OVERNIGHTS	Overnights	O Ou =/		.00		0.00 1	·	φουσισσ
Start Date End Da		s/Week Rate	Rating					
Week: 10/15/12 10/21/1 E 27 WKYC 10/15/12 10/15/		1 \$300.00 CM 2xm-3xm	0.00 M	:30	1 \$300.00 P-5	0.00 NM	1	\$300.00
L27 WKTC 10/13/12 10/13/	Today Show Overnight		IVI	.30	1 φ300.00 F-3	U.UU INIVI	'	φ300.00
TODAY ALL NIGHT	to Wookdows Spot	AMaak Bata	Poting					
Start Date End Date Week: 10/15/12 10/21/1		<u>S/Week</u> <u>Rate</u> 1 \$300.00	Rating 0.00					
E 28 WKYC 10/15/12 10/15/	· ·	CM 3p-4p	M	:30	1 \$800.00 P-5	0.00 NM	1	\$800.00
DOCTORS	The Doctors							
Start Date End Date Week: 10/15/12 10/21/1		<u>s/Week</u> <u>Rate</u> 1 \$800.00	Rating 0.00					
E29 WKYC 10/15/12 10/15/		CM 4a-430a	M	:30	1 \$200.00 P-5	0.00 NM	1	\$200.00
CH3 EARLY TODAY	Lany roday							
Start Date End Date Week: 10/15/12 10/21/1		s/Week Rate 1 \$200.00	Rating 0.00					
E 30 WKYC 10/15/12 10/15/		CM 4p-5p	M	:30	1 \$1,000.00 P-5	0.00 NM	1	\$1,000.00

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Order / Rev: 720571 Advertiser: American Crossroads

Alt Order #: 06364482 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme l	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F 4-5p Ellen Degeneres										
ELLEN			g									•	
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays M	Spots/Week 1	Rate \$1,000.00	Rating 0.00	-						
E31 WKYC			M-F 430a-5a	CM	430a-5a			:30	1	\$375.00 P-5	0.00 NM	1	\$375.00
	. 0, . 0, .	0, .0,	430a News	•		-1-2				ψο. σ.σσ. σ	0.00		ψο. σ.σσ
	30 AM NE		Ma alada sa	Co ata ///a ala	Data	Datina							
Sta Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00	-						
E 32 WKYC			M-F 5-6a	СМ	5a-6a			:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
011.01	IEWO OI	NIDIOE	Channel 3 News	@ 5AM									
	IEWS SU irt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	M	1	\$1,200.00	0.00	-						
E33 WKYC	10/15/1	2 10/15/12	M-F 5-6p	CM	5р-6р	M-		:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
DR. PH	II		Dr. Phil										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	M	1	\$2,000.00	0.00)						
E34 WKYC	10/15/1	2 10/15/12	•	CM	6p-630p	M-		:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
CH. 3 N	IEWS AT	6P (M-SUN	Channel 3 News	аі ор									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	<u>l</u>						
Week: 10/		10/21/12	M	1	\$3,800.00	0.00				^			40
E 35 WKYC	10/15/1	2 10/15/12	M-F 6-7a Channel 3 News	CM Today @ 6AN	6a-7a 1	M-		:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
CH. 3 N	IEWS TO	DAY	Charmer o News	roddy & or iiv	•								
_	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating	_						
Week: 10/ E36 WKYC		10/21/12	Nightly News	CM	\$2,500.00 M-Su 6:28p-7	0.00) 	:30		\$8,000.00 P-5	0.00 NM	1	\$8,000.00
L 30 WKTC	10/13/1	2 10/13/12	Nightly News	Civi	W-3u 0.20p-	/p MF		.30	'	φο,000.00 Γ-3	U.UU INIVI	'	φο,000.00
	GHTLY I	NEWS											
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays M	Spots/Week 1	Rate \$8,000.00	Rating 0.00	-						
E 37 WKYC			M-F 7-730p	CM	7-730p			:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
			Channel 3 News						-	* 2,222.22			**,*******
	IEWS AT		Modedaya	Spots/Week	Doto	Doting							
Week: 10/	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> M	<u>3pois/week</u>	Rate \$3,800.00	Rating 0.00	-						
E 38 WKYC	10/15/1	2 10/15/12	M-F 7-9a Today	CM	7a-9a	M-		:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
TODAY	CLIOW		Today Show										
TODAY Sta	onOvv	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	M	1	\$2,500.00	0.00	-						
E39 WKYC	10/15/1	2 10/15/12	•	CM	730-8p	M-		:30	1	\$4,800.00 P-5	0.00 NM	1	\$4,800.00
FNTER	TAINME	NT TONIGH	Entertainment To	night									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	l						
Week: 10/		10/21/12	M	1	\$4,800.00	0.00)						
E 40 WKYC	10/15/1	2 10/15/12	M-F 9-10a Today	II CM	9a-10a			:30	2	\$1,200.00 P-5	0.00 NM	2	\$2,400.00
TODAY	SHOW	9-10A	Today Show II		(9:00 AM-10:0	ou AIVI)							
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	M		\$1,200.00	0.00		- 00		Фо <u>гоо оо о</u>	0.00.111		#0.500.00
E41 WKYC	10/13/1	∠ 10/13/12	Sat Prime C Sat Prime C	CM	10-11p		S-	:30	1	\$3,500.00 P-5	0.00 NM	1	\$3,500.00
LAW &	ORDER	SVU	34. 11110										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	-						
Week: 10/ E 42 WKYC		10/14/12 2 10/13/12	3-	CM	\$3,500.00 SA 1030-11a	0.00	S-	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
_ ,_ vikiO	13/13/1	5/.15/.12		Civi	5, . 1000-11a		5-	.00	'	φυσυ.σσ1 -σ	3.00 INIVI	· '	ψοσο.σσ

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Order / Rev: 720571 Advertiser: American Crossroads

Alt Order #: 06364482 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme	Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Browns Insider Browns Insider										
BROWN	NS INSID	ER										ı	
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week	Rate	Ratii							
E 43 WKYC			Sat 11-1135p	CM	\$800.00 11-1130p		00 S-	:30	1	\$4,500.00 P-5	0.00 NM	1	\$4,500.00
			LN SAT	0	11 1100р		5	.00		Ψ1,000.001	0.00 14141	·	Ψ1,000.00
	IEWS AT				- .								
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	Weekdays S-	Spots/Week 1	Rate \$4,500.00	Ratii 0	<u>ng</u> 00						
E 44 WKYC			Saturday Night Li		1130p-107a		S-	:30	1	\$3,000.00 P-5	0.00 NM	1	\$3,000.00
			Saturday Night L		•					, ,			
		HT LIVE	Ma aladaya	Ca ata ///a ala	Data	D-4:							
<u>Sta</u> Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$3,000.00	Ratii 0.	<u>19</u> 00						
E 45 WKYC			Overnight M-Su	СМ	M-Su 2xm-5		S-	:30	1	\$300.00 P-5	0.00 NM	1	\$300.00
01/551			Overnights										
OVERN	rt Date	End Data	Wookdays	Spots/Week	Poto	Ratii	o.a						
Week: 10/		End Date 10/14/12	<u>Weekdays</u> S-	1	Rate \$300.00		00						
E 46 WKYC	10/13/1	2 10/13/12	Sat 6-630p	CM	6-630p		S-	:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
	IENA(O A T	- OD /M OUN	Channel 3 News	at 6P SAT									
	rt Date	6P (M-SUN End Date) Weekdays	Spots/Week	Rate	Ratii	na						
Week: 10/		10/14/12	S-	1	\$3,800.00		00						
E 47 WKYC	10/13/1	2 10/13/12	Nightly News	CM	M-Su 6:28p-	7p	S-	:30	1	\$8,000.00 P-5	0.00 NM	1	\$8,000.00
NDC NI	GHTLY N	VIEWC	Nightly News										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratii	na						
Week: 10/		10/14/12	S-	1	\$8,000.00		00						
E 48 WKYC	10/13/1	2 10/13/12	•	CM	7-8p		S-	:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
CRIME	STOPPE	RS / CASH	Sat 7-8p EXPLOSION										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratii	ng						
Week: 10/	08/12	10/14/12	S-	1	\$1,200.00	0.	00						
E 49 WKYC	10/13/1	2 10/13/12	SAT TDY	CM	7a-9a		S-	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
SATUR	DAY TOI	DAY	NBC Today Show	v (Sa)									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratii	ng						
Week: 10/		10/14/12	S-	1	\$2,500.00		00						
E 50 WKYC	10/13/1	2 10/13/12	Sat 9-1030a Channel 3 News	CM Com Sat	9a-1030a		S-	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
CH. 3 N	IEWS AT	9A	Charmer 5 News	Jani Jai									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratii							
Week: 10/		10/14/12	S-	1	+ ,		00			\$700.00 D.5	0.00 NINA		Ф 7 00 00
E 51 WKYC	10/14/1	2 10/14/12	Golden Opportun Golden Opportur		Golden Oppo	ortuniti	5	:30	1	\$700.00 P-5	0.00 NM	1	\$700.00
GOLDE	N OPPO	RTUNITIES	Осласт Орропа.										
	rt Date	End Date	Weekdays G	Spots/Week	Rate	Ratio							
Week: 10/		10/14/12	Post NFL News	CM	\$700.00 Various		00 S	:30	1	\$4,500.00 P-5	0.00 NM	1	\$4,500.00
L 32 WKTC	10/14/1	2 10/14/12	LN Sun Follows I		various		3	.30		φ4,300.00 F-3	U.UU INIVI	'	φ4,300.00
LATE N	EWS (FO	OLLOWING											
Sta Week: 10/	rt Date	End Date 10/14/12	Weekdays S	Spots/Week 1	Rate \$4,500.00	Ratii	<u>ng</u> 00						
E 53 WKYC				CM	1130p-2a		S	:30	1	\$300.00 P-5	0.00 NM	1	\$300.00
			Late Fringe (Su)	J	(12:30 XM-1:			.00		4000.001 0	5.55 THV	· ·	4000.00
ET WE	_	E. 15 :	10/	0	5 :								
Sta Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$300.00	Ratii 0.	<u>ng</u> 00						
E 54 WKYC				CM	Browns Toni		S	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
												1	

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Order / Rev: 720571 Advertiser: American Crossroads

Alt Order #: 06364482 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Browns Tonight Browns Tonight										
BROWN	NS TONI	GHT	Drowno romgin								_	ı	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	_						
Week: 10/		10/14/12	S	1	\$2,000.00	0.				#4 000 00 D 5	0.00 NINA		#4 000 00
E 55 WKYC	10/14/1	2 10/14/12	Su 12-1230p Channel 3 News	CM at Noon Su	12-1230p /S	u	S	:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
SUNDA	Y MIDD	AY NEWS (I	N/A W/O 9/10	a									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	_						
Week: 10/		10/14/12	S	1	\$1,200.00	0.		.20		\$300.00 P-5	0.00 NIM		#200.00
E 56 WKYC	10/14/1	2 10/14/12	Sun 130x-230x Sun 130x-2x	CM	130a-2a (1:30 XM-2:0		S	:30	1	\$300.00 P-5	0.00 NM	1	\$300.00
WHACK	KED OUT	SPORTS			(2	o 7,							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	_						
Week: 10/ E57 WKYC		10/14/12	Oversight M Su	CM	\$300.00	0.	00 S	.20		\$300.00 P-5	0.00 NIM	4	¢200.00
EST WKIC	10/14/1	2 10/14/12	Overnight M-Su Overnights	CIVI	M-Su 2xm-5	am	3	:30	1	\$300.00 P-5	0.00 NM	1	\$300.00
OVERN	IIGHTS		o vovinginio										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratir	_						
Week: 10/ E58 WKYC		10/14/12	S	CM	\$300.00 6-630p	0.	S	:30		\$3,800.00 P-5	0.00 NM	1	\$3,800.00
E 56 WKIC	10/14/1	2 10/14/12	Sun 6-630p Channel 3 News		0-030p		3	.30	'	\$3,600.00 F-5	U.UU INIVI	'	\$3,600.00
CH. 3 N	IEWS AT	6P (M-SUN											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	_						
Week: 10/ E59 WKYC		10/14/12		1 CM	\$3,800.00	0.	S	:30		\$8,000.00 P-5	0.00 NM	1	\$8,000.00
E 59 WKIC	10/14/1	2 10/14/12	Nightly News Nightly News	CIVI	M-Su 6:28p-	<i>/</i> þ	3	.30	'	\$6,000.00 F-S	U.UU INIVI	'	φο,000.00
NBC NI	GHTLY I	NEWS	3 1, 1										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratir	_						
Week: 10/ E 60 WKYC		10/14/12	SUN TDY	1 CM	\$8,000.00 8a-9a	0.	S	:30	1	\$3,000.00 P-5	0.00 NM	1	\$3,000.00
E 60 WKTC	10/14/1	2 10/14/12	NBC Today Show	_	0a-9a		3	.30	'	\$5,000.00 F-5	U.UU INIVI	'	φ3,000.00
SUNDA	Y TODA	Υ	,	,									
	rt Date	End Date	Weekdays S	Spots/Week	Rate	Ratir	_						
Week: 10/ E61 WKYC		10/14/12	Sun 9-1030a	CM	\$3,000.00 9a-1030a	0.	S	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
LOT WRIC	10/14/1	2 10/14/12	Channel 3 News	_	3a-1030a		5	.30	'	\$2,300.00 F-3	U.UU INIVI	'	φ2,300.00
CH. 3 N	IEWS AT	9A											
Sta Week: 10/	rt Date	End Date	Weekdays C	Spots/Week	Rate	Ratir							
E 62 WKYC		10/14/12	M-F 10-11a	CM	\$2,500.00 10a-11a	0.	T	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
LOZ WICIO	10/11/1	2 10/11/12	M-F 10-11a	Civi	104-114		1	.50	'	ψουσ.σσ1 -5	0.00 14101		ψ000.00
TODAY	SHOW	III											
Sta Week: 10/	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Ratir							
		10/14/12	M-F 11-1135p	CM	\$800.00 11-1135p	0.	T	:30	1	\$4,500.00 P-5	0.00 NM	1	\$4,500.00
LOS WICTO	10/11/1	2 10/11/12	Channel 3 News		П-Поор		1	.50	'	ψ+,500.001 3	0.00 14101	'	ψ4,300.00
	IEWS AT	11P		·									
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week 1	Rate	Ratir 0.							
E 64 WKYC			Tonight Show	CM	\$4,500.00 1135p-1237a		T	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
LOT WILLO	10/11/1	2 10/11/12	Tonight Show	OW	1100p 12070	4		.00		ψ2,000.001	0.00 14141	•	Ψ2,000.00
	HT SHO												
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$2,800.00	Ratir 0.							
E 65 WKYC				CM	1237a-136a		T	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
200 WICIO	10,11/1	_ 10/11/12	Late Night w/Jim		.20.0 1000		•	.50	•	ψ=,000.001	0.00 I WI	'	Ψ2,500.00
	FALLON				-	_							
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$2,500.00	Ratir 0.	_						
E 66 WKYC			1	CM	135a-205a		T	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
		<u>-</u>					-		•	,			+0.00

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Order / Rev: 720571 Advertiser: American Crossroads

Alt Order #: 06364482 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch Start End	Inventory Code	Break	Start/End	Time	Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
LAST CALL CARGON RA	Last Call Last Call w/Carso	on Daly	(1:35 XM-2:0	05 XM)							
LAST CALL-CARSON DAI		Spoto/Mook	Poto	Doti						l	
Start Date End Date Week: 10/08/12 10/14/12	- 	Spots/Week 1	Rate \$800.00	Ratii 0.	<u>19</u> 00						
E 67 WKYC 10/11/12 10/11/1		CM	M-Su 2xm-5		T	:30	1	\$300.00 P-5	0.00 NM	1	\$300.00
	Overnights							·			
OVERNIGHTS											
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		Spots/Week 1	Rate \$300.00	Rati	<u>ng</u> 00						
E 68 WKYC 10/11/12 10/11/1	-		2xm-3xm		T	:30	1	\$300.00 P-5	0.00 NM	1	\$300.00
2 00 WKTC 10/11/12 10/11/1	Today Show Ove	-	ZAIII-JAIII		1	.50	'	ψ300.001 -3	0.00 INIVI	'	ψ300.00
TODAY ALL NIGHT	,	3									
Start Date End Date		Spots/Week	Rate	Rati							
Week: 10/08/12 10/14/12		1	\$300.00		00						
E 69 WKYC 10/11/12 10/11/1	2 M-F 3-4p The Doctors	CM	3p-4p		T	:30	1	\$800.00 P-5	0.00 NM	1	\$800.00
DOCTORS	THE DOCIOIS										
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rati	ng						
Week: 10/08/12 10/14/12		1	\$800.00	0.	00						
E70 WKYC 10/11/12 10/11/1		CM	4a-430a		T	:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
CH3 EARLY TODAY	Early Today										
CH3 EARLY TODAY Start Date End Date	e Weekdays	Spots/Week	Rate	Rati	na						
Week: 10/08/12 10/14/12		1	\$200.00		<u>19</u> 00						
E71 WKYC 10/11/12 10/11/1		СМ	4p-5p		T	:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
	Ellen Degeneres										
ELLEN											
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		Spots/Week 1	Rate	Rati	<u>ng</u> 00						
E 72 WKYC 10/11/12 10/11/1	<u> </u>	CM	\$1,000.00 430a-5a		T	:30	1	\$375.00 P-5	0.00 NM	1	\$375.00
L72 WKTC 10/11/12 10/11/1	430a News	Civi	430a-3a		1	.50	'	φ3/3.00 F-3	U.UU INIVI	'	φ373.00
CH3 4:30 AM NEWS											
Start Date End Date		Spots/Week	Rate	Rati							
Week: 10/08/12 10/14/12		1	\$375.00	0.	00						
E73 WKYC 10/11/12 10/11/1		CM	5a-6a		T	:30	1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
CH. 3 NEWS SUNRISE	Channel 3 News	@ SAIVI									
Start Date End Date	e Weekdays	Spots/Week	Rate	Rati	ng						
Week: 10/08/12 10/14/12	T	1	\$1,200.00	0.	00						
E74 WKYC 10/11/12 10/11/1	•	CM	5p-6p		T	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
DR. PHIL	Dr. Phil										
Start Date End Date	e Weekdays	Spots/Week	Rate	Rati	na						
Week: 10/08/12 10/14/12		1			<u>19</u> 00						
E 75 WKYC 10/11/12 10/11/1		СМ	6p-630p		T	:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
	Channel 3 News	at 6p									
CH. 3 NEWS AT 6P (M-SU											
Start Date End Date Week: 10/08/12 10/14/12		Spots/Week 1	Rate \$3,800.00	Rati	<u>ng</u> 00						
E 76 WKYC 10/11/12 10/11/1	-	CM	6a-7a		T	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
270 WK10 10/11/12 10/11/1	Channel 3 News				1	.50	'	ψ2,500.001 3	0.00 14101		Ψ2,500.00
CH. 3 NEWS TODAY		,									
Start Date End Date		Spots/Week	Rate	Rati							
Week: 10/08/12 10/14/12		1	\$2,500.00		00			A A B A B B B B B B B B B B	0.05	_	A. 4
E77 WKYC 10/11/12 10/11/1	• •	CM	M-Su 6:28p	-/p	T	:30	1	\$8,000.00 P-5	0.00 NM	1	\$8,000.00
NBC NIGHTLY NEWS	Nightly News										
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rati	ng						
Week: 10/08/12 10/14/12		1	\$8,000.00		00						
E 78 WKYC 10/11/12 10/11/1	2	CM	7-730p		T	:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00

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Order / Rev: 720571 Advertiser: American Crossroads

Alt Order #: 06364482 Product Desc: AMERICAN CROSSROADS WKYC

Flight Dates: 10/09/12 - 10/15/12 Estimate: 1088

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 7-730p Channel 3 News at 7P CH. 3 NEWS AT 7P Spots/Week Start Date **End Date** Weekdays Rate Rating - - - T- - -Week: 10/08/12 10/14/12 \$3,800.00 0.00 M-F 7-9a Today E79 WKYC 10/11/12 10/11/12 СМ 7a-9a - - - T- - -:30 \$2.500.00 P-5 0.00 NM \$2,500.00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 - - - T- - -\$2.500.00 0.00 E 80 WKYC 10/11/12 10/11/12 M-F 730-8p СМ - - - T- - -:30 1 \$4,800.00 P-5 0.00 NM 730-8p \$4,800.00 **Entertainment Tonight ENTERTAINMENT TONIGHT** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 - - - T- -Week: 10/08/12 \$4,800.00 0.00 E 81 WKYC 10/11/12 10/11/12 M-F 9-10a Todav II - - - T- - -:30 2 \$1,200,00 P-5 CM 9a-10a 0.00 NM \$2,400.00 Today Show II **TODAY SHOW 9-10A** Start Date **End Date** Weekdays Spots/Week Rate Rating - - T- - · Week: 10/08/12 10/14/12 2 \$1,200.00 0.00 M-F 10-11a E 82 WKYC 10/09/12 10/09/12 CM 10a-11a - T- - - -:30 \$800.00 P-5 0.00 NM \$800.00 1 M-F 10-11a TODAY SHOW III **End Date** Start Date Spots/Week Rating Weekdays Rate 10/14/12 0.00 Week: 10/08/12 \$800.00 E 83 WKYC 10/09/12 10/09/12 M-F 11-1135p 11-1135p - T- - - -:30 1 \$4,500.00 P-5 0.00 NM \$4,500.00 Channel 3 News at 11p M-F CH. 3 NEWS AT 11P Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 - T- - - -\$4,500.00 0.00 E84 WKYC 10/09/12 10/09/12 Tonight Show - T- - - -1 \$2,800.00 P-5 CM 1135p-1237a :30 0.00 NM \$2,800.00 (11:35 PM-12:35 XM) Tonight Show **TONIGHT SHOW** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 - T- - - -\$2,800.00 0.00 E 85 WKYC 10/09/12 10/09/12 Late Night CM 1237a-136a - T- - - -:30 1 \$2.500.00 P-5 0.00 NM \$2,500.00 Late Night w/Jimmy Fallon JIMMY FALLON Weekdays Start Date **End Date** Spots/Week Rate Rating - T- - - -10/14/12 Week: 10/08/12 \$2,500.00 0.00 E 86 WKYC 10/09/12 10/09/12 Last Call CM 135a-205a T----:30 \$800.00 P-5 0.00 NM \$800.00 Last Call w/Carson Daly <1:35 XM-2:05 XM> LAST CALL-CARSON DALY Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/08/12 10/14/12 \$800.00 0.00 E87 WKYC 10/09/12 10/09/12 Overnight M-Su CM M-Su 2xm-5am - T- - - -:30 \$300.00 P-5 0.00 NM 1 \$300.00 Overnights **OVERNIGHTS** Start Date **End Date** Spots/Week Weekdays Rate Rating 10/14/12 0.00 Week: 10/08/12 \$300.00 E 88 WKYC 10/09/12 10/09/12 Today Show Overnight CM :30 \$300.00 P-5 0.00 NM 2xm-3xm - T- - - -\$300.00 **Today Show Overnight** TODAY ALL NIGHT Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/08/12 - T- - - -\$300.00 10/14/12 0.00 E 89 WKYC 10/09/12 10/09/12 M-F 3-4p CM - T- - - -:30 \$800.00 P-5 0.00 NM 3p-4p 1 \$800.00 The Doctors **DOCTORS End Date** Weekdays Spots/Week Rating Start Date Rate - T- - - -Week: 10/08/12 10/14/12 \$800.00 0.00 E 90 WKYC 10/09/12 10/09/12 CM :30 \$200.00 P-5 0.00 NM \$200.00 4a-430a

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Order / Rev: 720571 Advertiser: American Crossroads

06364482 AMERICAN CROSSROADS Alt Order #: Product Desc: WKYC

10/09/12 - 10/15/12 Estimate: 1088

Flight Dates:

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
	Early Today Early Today								
CH3 EARLY TODAY	Lany roday						-		
Start Date End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 E 91 WKYC 10/09/12 10/09/12	M-F 4-5p	CM	\$200.00 4p-5p	0.00 - T	:30 1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
231 VIII 0 10/03/12 10/03/12	Ellen Degeneres	OW	тр ор	1	.00	Ψ1,000.001 0	0.00 14101	·	Ψ1,000.00
ELLEN	M/s sledens	0	D-1-	Dathan					
Start Date	<u>Weekdays</u> - T	Spots/Week 1	Rate \$1,000.00	Rating 0.00					
E 92 WKYC 10/09/12 10/09/12	M-F 430a-5a	CM	430a-5a	- T	:30 1	\$375.00 P-5	0.00 NM	1	\$375.00
CUO 4:00 AM NEMO	430a News								
CH3 4:30 AM NEWS Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- T	1	\$375.00	0.00			į		
E 93 WKYC 10/09/12 10/09/12	M-F 5-6a	СМ	5a-6a	- T	:30 1	\$1,200.00 P-5	0.00 NM	1	\$1,200.00
CH. 3 NEWS SUNRISE	Channel 3 News	@ 5AM							
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- T		\$1,200.00	0.00					
E 94 WKYC 10/09/12 10/09/12	M-F 5-6p Dr. Phil	CM	5p-6p	- T	:30 1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
DR. PHIL	DI. I IIII								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12 E 95 WKYC 10/09/12 10/09/12	- T M-F 6-630p	CM	\$2,000.00 6p-630p	0.00 - T	:30 1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
E 95 WKTC 10/09/12 10/09/12	Channel 3 News		op-osop	- 1	.30 1	φ3,000.00 F-3	U.UU INIVI	'	φ3,000.00
CH. 3 NEWS AT 6P (M-SUN)	·							
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$3,800.00	Rating 0.00					
E 96 WKYC 10/09/12 10/09/12	M-F 6-7a	CM	6a-7a	- T	:30 1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
	Channel 3 News	Today @ 6AM	1						
CH. 3 NEWS TODAY Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- T	<u>3pots/Week</u>	\$2,500.00	0.00			į		
E 97 WKYC 10/09/12 10/09/12	Nightly News	CM	M-Su 6:28p-	7p - T	:30 1	\$8,000.00 P-5	0.00 NM	1	\$8,000.00
NBC NIGHTLY NEWS	Nightly News								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating			i		
Week: 10/08/12 10/14/12	- T	1	\$8,000.00	0.00					
E 98 WKYC 10/09/12 10/09/12	M-F 7-730p Channel 3 News	CM	7-730p	- T	:30 1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
CH. 3 NEWS AT 7P	Charmer 3 News	al /F							
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	-T	1	\$3,800.00	0.00	.00 4	Ф0 500 00 D 5	0.00 NM	4	#0.500.00
E 99 WKYC 10/09/12 10/09/12	M-F 7-9a Today Today Show	СМ	7a-9a	- T	:30 1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
TODAY SHOW	,								
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	<u>Weekdays</u> - T	Spots/Week 1	Rate \$2,500.00	Rating 0.00					
E100 WKYC 10/09/12 10/09/12		CM	730-8p	- T	:30 1	\$4,800.00 P-5	0.00 NM	1	\$4,800.00
	Entertainment To					, ,			, ,
ENTERTAINMENT TONIGH		Spoto/Mook	Poto	Poting					
Start Date	<u>Weekdays</u> - T	Spots/Week 1	Rate \$4,800.00	Rating 0.00					
E101 WKYC 10/09/12 10/09/12			9a-10a	- T	:30 2	\$1,200.00 P-5	0.00 NM	2	\$2,400.00
TODAY SHOW 9-10A	Today Show II								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	- T	2	\$1,200.00	0.00					
E102 WKYC 10/10/12 10/10/12		CM	10a-11a	W	:30 1	\$800.00 P-5	0.00 NM	1	\$800.00

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Order / Rev: 720571 Advertiser: American Crossroads

Alt Order #: 06364482 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts Rat	e Pri	Rtg Type	Spots	Amount
	M-F 10-11a M-F 10-11a									_
TODAY SHOW III	WT TO TTU							_		
Start Date End Date		ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	1	\$800.00	0.00				2 22 1114		
E103 WKYC 10/10/12 10/10/12	Wed Prime C Wed Prime C	СМ	10-11p	W	:30	1 \$8,000	.00 P-5	0.00 NM	1	\$8,000.00
CHICAGO FIRE	Wed I lille C									
Start Date End Date		ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W		\$8,000.00	0.00				2 22 1114		^
E104 WKYC 10/10/12 10/10/12	M-F 11-1135p Channel 3 News at 1	CM 1p M-E	11-1135p	W	:30	1 \$4,500	.00 P-5	0.00 NM	1	\$4,500.00
CH. 3 NEWS AT 11P	Charmer 5 News at 1	ıb m-ı								
Start Date End Date		ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W		\$4,500.00	0.00						
E105 WKYC 10/10/12 10/10/12	Tonight Show Tonight Show	СМ	1135p-1237a	W	:30	1 \$2,800	.00 P-5	0.00 NM	1	\$2,800.00
TONIGHT SHOW	Tonight Show									
Start Date End Date		ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W		\$2,800.00	0.00		-				
E106 WKYC 10/10/12 10/10/12	· ·	CM	1237a-136a	W	:30	1 \$2,500	.00 P-5	0.00 NM	1	\$2,500.00
JIMMY FALLON	Late Night w/Jimmy F	allon								
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W		\$2,500.00	0.00						
E107 WKYC 10/10/12 10/10/12		CM	135a-205a	W	:30	1 \$800	.00 P-5	0.00 NM	1	\$800.00
LAST CALL-CARSON DALY	Last Call w/Carson D	aly	(1:35 XM-2:05	O XIVI)						
Start Date End Date		ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	1	\$800.00	0.00						
E108 WKYC 10/10/12 10/10/12	J	CM	M-Su 2xm-5a	mW	:30	1 \$300	.00 P-5	0.00 NM	1	\$300.00
OVERNIGHTS	Overnights									
Start Date End Date		ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	1	\$300.00	0.00						
E109 WKYC 10/10/12 10/10/12	,		2xm-3xm	W	:30	1 \$300	.00 P-5	0.00 NM	1	\$300.00
TODAY ALL NIGHT	Today Show Overnig	nt								
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	1	\$300.00	0.00						
E110 WKYC 10/10/12 10/10/12	•	CM	3p-4p	W	:30	1 \$800	.00 P-5	0.00 NM	1	\$800.00
DOCTORS	The Doctors		(3:00 PM-4:00	PM)						
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	1	\$800.00	0.00						
E111 WKYC 10/10/12 10/10/12		CM	4a-430a	W	:30	1 \$200	.00 P-5	0.00 NM	1	\$200.00
CH3 EARLY TODAY	Early Today									
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	1	\$200.00	0.00						
E112 WKYC 10/10/12 10/10/12	•	CM	4p-5p	W	:30	1 \$1,000	.00 P-5	0.00 NM	1	\$1,000.00
ELLEN	Ellen Degeneres									
Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W		\$1,000.00	0.00						
E113 WKYC 10/10/12 10/10/12		CM	430a-5a	W	:30	1 \$375	.00 P-5	0.00 NM	1	\$375.00
CH3 4:30 VM MEI/VC	430a News									
CH3 4:30 AM NEWS Start Date End Date	Weekdays Sp	ots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	4								
		1	\$375.00	0.00						

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Order / Rev: 720571 Advertiser: American Crossroads

Alt Order #: 06364482 Product Desc: AMERICAN CROSSROADS WKYC

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
			M-F 5-6a	0								
CH 3 N	IEWS SL	INDICE	Channel 3 News @ 5AM									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					I	
Week: 10/		10/14/12	W	<u> </u>	\$1,200.00	0.00						
E115 WKYC			M-F 5-6p	CM	5p-6p	W	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
		,	Dr. Phil		-F -F			•	+ =,			4 =,000000
DR. PHIL												
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	08/12	10/14/12	W	1	\$2,000.00	0.00						
E116 WKYC	10/10/1	2 10/10/12	M-F 6-630p	CM	6p-630p	W	:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00
011.011			Channel 3 News	at 6p								
		6P (M-SUN	•	0	Data	Detien						
	rt Date	End Date	<u>Weekdays</u> W	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	•••	1	\$3,800.00	0.00 W	-20		¢0.500.00.D.5	0.00 NIM		¢0 500 00
E117 WKYC	10/10/1	2 10/10/12		CM	6a-7a ₄	W	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
Channel 3 News Today @ 6AM CH. 3 NEWS TODAY												
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	W		\$2,500.00	0.00						
E118 WKYC	10/10/1	2 10/10/12	Nightly News	CM	M-Su 6:28p	-7pW	:30	1	\$8,000.00 P-5	0.00 NM	1	\$8,000.00
			Nightly News			·			. ,			. ,
NBC NI	GHTLY I	NEWS										
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/	08/12	10/14/12	W	1	\$8,000.00	0.00						
E119 WKYC 10/10/12 10/10/12		•	CM	7-730p	W	:30	1	\$3,800.00 P-5	0.00 NM	1	\$3,800.00	
011.0 N	IEVA/O A T	· 7D	Channel 3 News	at 7P								
	EWS AT		\\\\- = - -	Consta AA/a ala	Data	Datina						
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$3,800.00	Rating 0.00						
			M-F 7-9a Today	CM	7a-9a	W	:30	1	\$2,500.00 P-5	0.00 NM	1	\$2,500.00
LIZO WKIC	10/10/1	2 10/10/12	Today Show	Civi	ra-sa	,,	.30	'	φ2,300.00 F-3	U.UU INIVI	'	\$2,500.00
TODAY	SHOW		roday Onow									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	08/12	10/14/12	W	1	\$2,500.00	0.00						
E121 WKYC	10/10/1	2 10/10/12	M-F 730-8p	СМ	730-8p	W	:30	1	\$4,800.00 P-5	0.00 NM	1	\$4,800.00
Entertainment Tonight												
		NT TONIGH										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	W	1	\$4,800.00	0.00			^			
E122 WKYC	10/10/1	2 10/10/12		II CM	9a-10a	W	:30	2	\$1,200.00 P-5	0.00 NM	2	\$2,400.00
Today Show II TODAY SHOW 9-10A												
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	W		\$1,200.00	0.00						
	, .=		•		Ţ:,=00.00						ı	_